Meet the Staff

Phyllis Grimes
Director, Business Marketing Services
202-283-2644

Judy Henderson, Sr. Policy Analyst 202-283-2633

> Tamika Wheeler, Secretary 202-283-4884

Karen Taylor Chief, Office of Electronic Programs 202-283-0369

Portia Perry, Technical Advisor, Electronic Programs, 202-283-4837

- •Pamela Conti 202-283-6851
- •Terri Wedepohl 602-207-8333
- •Lisa Watkins 202-283-2645

Diane Geraghty, Team Leader Market Research, 202-283-7571

- Lisa Burch 202-283-4845
- +Michael Denard 313-234-1352
- Lisa Carroll 202-283-7843
- *Venus Lanham 202-283-0653

L. Tom Davis, Team Leader, EFTPS Marketing, 202-283-0474

*Joyce Steele 202-283-0093

Mary Heitger Acting Chief, Office of Business Programs, 202-283-7359

For More Information

To find out more about IRS e-file, visit www.irs.gov/efile/

To enroll in EFTPS, call
EFTPS Customer Service
at 1-800-555-4477
or 1-800-945-8400. For more
information or to enroll in
EFTPS On-Line, visit
www.eftps.gov.

Coming Soon e-services

Coming in 2004!!! FORM 1120/1120S FORM 990



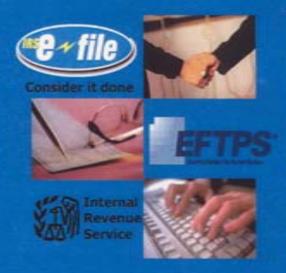
Department of the Treasury Internal Revenue Service

www.irs.gov

Publication 4234 (8/03) Catalog Number 37261V Small Business and Self-Employed Taxpayer Education and Communication

Business Marketing Services

e-submissions



Our Mission

"To achieve significant measures and influence behaviors in growth through support of electronic filing and payment programs, by coordinating efforts with key internal and external stakeholders."

Who Are We?

The office of SB/SE TEC Business
Marketing Services (BMS) is designed to
support the SB/SE Strategic Plan, in each of
it's four operational priorities which are
Abusive Tax Schemes; Voluntary
Agreements; e-submissions; and Burden
Reduction.

BMS is comprised of two components, the Office of Electronic Programs and the Office of Business Programs.

The Office of Electronic Programs, is responsible for e-submissions. It provides Electronic Programs Research and national marketing strategies for business e-file and the Electronic Federal Tax Payment System (EFTPS).

The Office of Business Programs, is responsible for the marketing all nonelectronic TEC products.

e-file for Business Marketing

The e-file Marketing Team is responsible for the development and implementation of national marketing plans and strategies for e-file for business products throughout the Operating Divisions. This includes Form 1040. Schedules C. E. and F: Forms 1065, 1041, 940, 941, 1120/1120S, 990, Filing Information Returns Electronically (FIRE) as well as e-services. The ultimate goal is to promote awareness, create demand and increase usage of all e-file for business products and services. We provide product knowledge and marketing materials to the field to assist in increasing the number of electronic business returns filed. This is accomplished using a variety of communication methods geared towards education and awareness as well as maintaining customer relationships with our internal and external customers.

Electronic Programs Research

The Electronic Programs Research Team has the responsibility of coordinating all internal and external e-submissions related research throughout all Business Operating Divisions. Through the use of our advertising agency and external market research firm we coordinate integrated research in the form of annual satisfaction surveys, attitudinal and psychographics surveys of taxpayers and tax professionals, and specific market segment focus groups. In addition, we also coordinate other internal research needs with the assistance of W&I and SB/SE research groups. This includes demographic analyses of individual and business returns, focus groups, pilot testing of new products and services and also satisfaction surveys.

EFTPS Marketing

The Electronic Federal Tax Payment System (EFTPS) Marketing Team has the responsibility of managing the national marketing campaign for EFTPS and creating marketing and educational materials for internal and external customers. Our goal is to increase electronic payments through EFTPS by offering our expertise and products to promote EFTPS. We assist TEC & SPEC by providing product knowledge and marketing materials to increase electronic payments through the use of EFTPS which is a priority of IRS. EFTPS can be used for payment of all federal taxes and should be marketed to tax professionals, financial institutions, 1040ES taxpavers and businesses.

Office of Business Programs

The Office of Business Programs promotes awareness, creates demand and increases usage of traditional SB/SE products. Market research is used to develop and initiate marketing and relationship management strategies through the product development life-cycle.

Our responsibility is to develop a nationwide strategy to market all TEC non-electronic business related products. This office serves as the primary contact with SB/SE Communications and Liaison to manage efforts to deliver key messages to national and local media for TEC products.